

# Why **Stearns' Antitoxin** **Costs You Less**

Selling Antitoxin on the exchange plan means a great waste because much serum is returned, at the expiration of its time limit, to the maker, who throws it away.

But **SOMEBODY** pays for it.

Who, naturally? Not the maker; not the druggist.

The **CONSUMER**, of course; for the price of Antitoxin is based on what it costs to **PRODUCE** it, plus the cost of **MARKETING**.

All that is returned adds to the cost of marketing—hence to the price.

Stearns' Antitoxin is now sold outright and is **NOT** returnable. You can buy it for less than formerly because **WE HAVE ELIMINATED THE WASTE**.

Any druggist will sell you Stearns' Diphtheric Antitoxin at \$1.32 for 1,000 units; \$2.25 for 2,000 units; \$3.00 for 3,000 units, put up in the Simplex Syringe, the handiest, strongest, best injecting device.

Some people tell us that Antitoxin cannot be marketed in this economical way—that doctors prefer to pay 40 to 50% **MORE** for **EXCHANGEABLE** Serum.

We do not believe it.

Those who use **STEARNS'** Antitoxin pay only for what they **GET**—not for a lot of wasted Serum besides.

**There is every reason for giving Stearns' Serums preference when buying or prescribing**